



THE NATURAL SELLING SYSTEM

with BRYAN FRANKLIN & JENNIFER RUSSELL

The 3 Lies of Sales

The reason many people struggle to sell is a result of 3 common misconceptions or lies that they've bought into:

- **It takes a certain personality**: Selling means creating meaningful relationships and every one of you is already an expert at that
- **People don't like to be sold**: People love being sold...they just don't like incompetence.
- **Sales is hard**: Selling is easy...it's all the not selling people do that is hard.



PUT IT INTO PRACTICE:

What are the 'lies' and limiting beliefs you tell yourself about sales?

How are these 'lies' not true? Is there any evidence in your experience to the contrary?

Write down 3 positive beliefs you have about sales. What is the evidence for these ideas being 'true'? How are these 'truths' useful in your life?